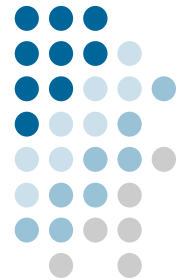


Net Generation Wireless Handheld Study - International

An Examination of Wireless Handheld Use
in the Lives of Children and Young Adults



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*An Examination of Wireless Handheld Use in the Lives of
Youth and Young Adults*

Background and Summary

Wireless technology has changed how, when, and where we communicate. How is mobility affecting youth around the world? What do kids and young adults expect and desire from services and devices they use at home and at school? Who will pay?

Grunwald Associates LLC, in conjunction with the Education Development Center, Inc is soliciting underwriting for a study to examine wireless handheld use by pre-adolescents, adolescents, young adults, educators, and parents' responses. We will conduct parallel international surveys of students ages 12-17; parents of 12-17 yr. olds; young adults aged 18-25; secondary school educators, and those who work in programs that provide youth development services. Research will be conducted in cooperation with national education and youth ministries, NGOs, and donor organizations in addition to technology companies that have a worldwide reach. This survey will build on the success of earlier Grunwald Associates research, all of which uses sound methodology and careful analysis to produce studies with extremely high public impact.

Cutting Through the Noise

Young people's wireless handheld use in developed countries and emerging nations is a subject of commercial speculation and media scrutiny. Absent from the dialogue and speculation is a dispassionate examination of the real behaviors, attitudes and aspirations of young people and parents. In addition, there is little relevant data to guide ministries, donors, international youth development organizations and other policy makers.

More broadly, many companies are interested in corporate messaging around students, technology, education and the Internet. But these efforts confront two major challenges:

1. Dialogue on these issues is often naive and uninformed and pilots using these devices are isolated

2. Companies face new public affairs and positioning difficulties. Important corporate messages get lost amidst the “noise” from multiple media and a fragmented public. High-visibility public surveys are a very effective way of addressing these challenges by cutting through the media noise while simultaneously influencing the debate over how technologies can contribute to social development efforts while extending their reach and market penetration.

The Study

We will conduct four parallel international surveys of a) students ages 12 -17; b) parents of 12 - 17 yr. olds; c) young adults aged 18-25; d) depending on the country, K-12 educators and/or youth development workers. Our methodology will use the same proven, online survey methodology we have used successfully on our previous industry-wide surveys, and on research such as the annual PBS survey of teacher technology use. The surveys will use carefully constructed, nationally representative samples, with our planned sample sizes of approximately 400 students, 200 parents, 400 young adults, and 200 teachers or 200 youth workers in each of 12 countries: 4 industrialized, 4 emerging, and 4 developing countries.

Specific research topics will be chosen in consultation with underwriters. These could include:

- How are young people using handheld devices for communications?
- How are young people using handheld devices for entertainment?
- How are young people using handheld devices for learning?
- What do kids and young adults expect and desire from handheld services and devices?
- How do kids prefer to communicate with peers, parents, and teachers?
- Do mobile devices impact student and family use of other technologies?
- Are parents keeping up with their kids’ adoption of new technologies?
- Who is really in control of how and when these devices are used?
- How are schools responding to handhelds?

Benefits to Underwriters

- Positioning as industry leader with international policy makers and thought leaders.
- Opportunity to inject objective data and analysis into the public debate.
- Effective public relations via broad public release of study results.

- Participation in one of the most respected--and methodologically sound--series of technology studies.
- Input on the direction and topics of the study.
- Access to underlying non-public study results.

Deliverables

- Widely distributed public report developed with underwriter input and prominent underwriter acknowledgement.
- Prominent mention of underwriters in news release(s) and other public materials citing study results.
- Opportunity to participate in public events and other announcement/rollout activities.
- Presentation and other materials for underwriter policy statements, promotional materials and presentations at international conferences.
- Electronic file with survey cross-tabs and other non-public study results.

Qualifications & Approach

This survey will be the latest in a series of respected high impact surveys conducted since 1995 by Grunwald Associates LLC with major national association partners. Grunwald surveys offer:

- Carefully designed methodology generating nationally-projectable data.
- Analysis of the results by “hands on” industry leaders.
- Results positioned to generate maximum trust – and impact – within several distinct audiences: educators, thought leaders, the general public, and industry strategists.

Our survey series has an unbroken track record of generating extensive media coverage and attracting serious attention from opinion leaders. Results have been featured on the front pages of The Wall Street Journal and USA Today, and in The Washington Post, CNN, Newsweek, The New York Times, MSNBC, Parade Magazine, Education Week, E-School News, and many other outlets. Underwriters that have benefited from association with this survey series include: Microsoft, News Corporation, Verizon, AT&T, Educational Testing Service, The Corporation for Public Broadcasting, Kodak, BellSouth, PLATO Learning, Sesame Workshop, and others.

Previous report examples can be reviewed at:

<http://www.nsba.org/SecondaryMenu/TLN/CreatingandConnecting.aspx>

<http://www.nsbj.org/safe-smart/index.html>

http://www.cpb.org/stations/reports/connected/connected_report.pdf

The Education Development Center Inc is partnering with Grunwald Associates LLC in the design, methodology, and international data collection. EDC, a not-for-profit organization, is active in education, youth development and health projects in over 50 countries. EDC has worked as a research and development partner with ministries of education, with foreign aid donors and international banks, and with corporate social responsibility programs. It has extensive experience designing, supervising, and conducting research studies in a wide variety of country contexts.